



COMPLACENCY CAN DESTROY A CITY...

• Know Your Torrance Chamber of Commerce from "A" to "Z"

It is strange that there should exist a need for such a statement—that it is necessary to tell the world about the accomplishments of the Torrance Chamber of Commerce.

Wouldn't you think that its good work would speak for itself? Not only in the interest of business, but in its larger service to the community, this organization is making records of which you can well be proud.

Your Torrance Chamber of Commerce is the best collective thought and action of your city, harnessed in the service of better business.

It draws its membership from every conceivable vocation and profession, thus bringing together choice spirits who are ready to unite in an effort to make their city more prosperous.

A Chamber's activities are far-reaching and comprehensive—some of them are described here, FROM "A" TO "Z."

A—ADVERTISING.

No other agency is as alert as your Chamber of Commerce in advertising your city. Through the printed word or other media it reveals the countless commercial, industrial and agricultural advantages of your community, both to itself and to the world.

B—BUSINESS BUILDER.

The Chamber of Commerce is an essential factor in stimulating trade and improving business conditions. Whether it's a new airport, a new factory or bringing another convention to the city the Chamber is the moving spirit in the creation of this new business. The protection of commerce as well as the promotion of it is one of the chief functions of the local Chamber. And it is often more important to keep an industry at home than to land a new one.

C—CIVIC PRIDE.

Your Chamber of Commerce is the energizing force in civic cooperation, civic improvement and civic consciousness. Safety campaigns in schools and factories, traffic controls and the elimination of dangerous crossings—these are the work of a local Chamber. Every civic achievement providing a better place in which to live and to make a living has been attained through the leadership, initiative, teamwork and enthusiasm of group action.

D—DOING.

A vine is known by its fruit and a Chamber of Commerce by its good works. If you would see the monument to cooperative effort in your city look around you. Perhaps it is a plant in operation, or a public building. Through your local association the dreams of a community become realities. Your Chamber of Commerce is a doer. It does for you what the individual cannot do for himself, for it commands the multiplied strength that only comes with teamwork.

E—EDUCATION.

The Chamber of Commerce is vitally interested in maintaining high standards in the public schools, for "that's where Chambers of Commerce come from." Chambers have been instrumental in founding colleges and establishing endowments. They believe that education and business are inseparable.

F—FLOOD and FIRE.

The citizens of Louisville, Ky., Cairo, Ill., Hartford, Conn., and other cities visited by these twin terrors, realized how ably the Chamber of Commerce responded in the emergency—how it helped rebuild these crippled communities stronger than ever. You'll find heroic service in these records.

G—GOODWILL.

Sensitive to every influence that tends to undermine the reputation of your city the Chamber of Commerce is always a good neighbor. It conducts goodwill tours. It promotes a more friendly relationship between business competitors, between competitive cities, between the town and the country and between employer and employee. The

good name of your city depends much upon the local Chamber.

H—HOSPITALS.

Years from today hospitals for which Chamber of Commerce members raised funds will be functioning in their work of mercy. Public health is an asset—and the Chamber stands on sentry duty—unceasingly.

I—INDUSTRIES.

Bringing new industries to town and expanding old ones is a major activity of the Chamber of Commerce. Smokestacks silhouetted against the sky pay tribute to the energy and zeal of united effort. And oftentimes it is as important to keep an industry out as to bring one in. Your Chamber can save you thousands of dollars by quietly checking-up on the character and financial strength of proposed new enterprises.

J—JOBS.

All soap-box critics to the contrary notwithstanding your Chamber of Commerce has been the friend of labor. It has multiplied the payrolls of your city in the very creation of new industries. It has improved living conditions through its constant promotion of sanitation, health and housing. Through its leadership even some of the differences of employer and employee have been arbitrated.

K—KNOWLEDGE.

The Chamber of Commerce is a fact-finding agency. It has made information about itself available to its own people, to the investor and the homeseeker. Industrial surveys have been made, natural resources checked and untapped markets explored. These countless chores your Chamber does for the community to the end that it may build to a more enduring future.

L—LOYALTY.

And no man or any association of men can go far without it. Community spirit is the soul of every up-and-doing city. "After all this is my job, it's my business, my Chamber of Commerce, my town, my state and country, and if I don't believe in them who will? If I'm unwilling to roll up my sleeves and fight for my own, who is there to do battle?" The local Chamber is the rallying point where men may not only pool their thought but may gather the strength of others. Here men renew pride in their respective callings, and regain strength in their faith in the great American Ideal, of an independent, patriotic and militant business system.

M—MEMBERSHIP.

Your individual membership in your local Chamber is evidence of your loyalty to it. It is eloquent testimony that you have formed an active partnership with your community, and are alive to its dreams and its objectives. Memberships provide that manpower, so essential to commercial activity. A million members of Chambers of Commerce, baptized with the revival spirit, and with a little encouragement, can lead the nation to new peaks of industrial achievement.

N—NEWS.

Your local Chamber is a constant source of commercial information. In intimate touch with the

community it gathers business facts of value and broadcasts them to its members through bulletins or the local newspaper. It exchanges interesting facts with other Chambers and the United States Chamber of Commerce. Your Chamber is your local sounding-board as you tell the world what you are doing.

O—OPPORTUNITY.

Your Chamber of Commerce is awake to the future. It discovers the "acres of diamonds" beneath your feet and brings them to the surface. It capitalizes upon the neutral natural wealth and native talent of a community to put men and money to work. Whether it's a brick plant, a paper mill, a furniture factory or resort building, group effort discovered the neglected opportunity and translated it into a concrete reality.

P—PUBLIC RELATIONS.

Your Chamber of Commerce is a constant ambassador of goodwill to the general public. Through it the stranger within your gates meets your city, and the world at large takes the measure of its stride. Even those who live within the city, but are unidentified with the local Chamber, share a justified pride in its achievement.

Q—QUESTIONS.

Jones at the glass factory wants information on workmen's compensation insurance. Marcus, the merchant, wants the latest facts on installment selling. Smith, a canner, wants to know about Brown's labeling machine in Bangor, Maine. And so it goes, without end. They all fire their questions at their local Chamber of Commerce, a nation-wide clearing house for questions—and answers. A great service to business—and you who earn your living through successful business.

R—ROADS.

Over a million miles of good roads in America. That leads the world! Who helped the motoring interests transform the muddy, rutted mires of a mere 25 years ago into hard-surfaced highways? Right! Chambers of Commerce. Road building, traffic control, safety zoning measures—they're a part of the Chamber's work and past accomplishment.

S—SERVICE.

Your Chamber of Commerce is primarily your city's servant. In the larger business of the community it does a man-sized job. But it does a lot of little thankless things as well—routine work not generally publicized. When men begin passing the buck on some worthy task it is usually pitched into the willing lap of your local Chamber, which is organized and geared to do it. When you want the job well done it is within the scope of its activities to do the community's chores and run its errands.

T—TAXES.

Man and his family must live under a roof. Commerce, too, must live and let live. Whether you are an industrialist, you own your home—or rent—you pay taxes. Directly or indirectly every tax problem strikes your pocketbook. The Chamber of Commerce is invariably the leader in any fight to get a dollar's worth of value for every tax dollar.

U—UNDERSTANDING.

Your Chamber of Commerce is ever tuned to the promotion of a more harmonious and happy town. The controversies that always arise where differences of opinion prevail would often split the community, and create a city divided against itself, were it not for the leveling force of level-headed business men seeking and reaching a better understanding.

V—VISITORS.

Visitors to your town bring your share of the millions of dollars spent every year by commerce and tourists. It's "big business," this tourist industry, and the Chamber is always the BIGGEST factor in its development. Kid the Chamber of Commerce as a "BOOSTER" if you wish—but don't forget to thank it for all the extra money it brings to town.

W—WASHINGTON, D.C.

That's where the United States Chamber of Commerce is located. Here its headquarters for the thousands of local Chambers of Commerce with their combined membership. Here a multiplicity of services are available. Here a commercial clearing house is maintained for the country's collective thought. Here information is assembled from the country's commercial and trade associations, and relayed to your local Chamber of Commerce—for your benefit.

X—MARKS THE SPOT.

Your Chamber of Commerce, through group effort, has done more than any other local agency to put your city on the map. Its present job is to keep it there. Without its relentless labors in behalf of your community some other spot would likely now enjoy your business advantages.

Y—YOU.

And thanks for your good work and cooperation, if you are a Chamber of Commerce Member. And if you aren't—well, why not look into the matter? You belong with that fine group of progressive men who are interested in helping to build the town. Don't you?

Z—ZEAL.

Wholehearted, constant, unselfish zeal has made the Chamber of Commerce one of America's greatest institutions for the public good. Your Chamber of Commerce is your community's generator of civic and commercial enthusiasm, and enthusiasm is the energizing force that builds communities. Cities do not "just happen"—they are BUILT.

We have given you a resume of what your Chamber of Commerce does and can do, if you give it the opportunity to serve you. From A to Z it is your organization—irrespective of other groups and organizations within the portals of your city. The Chamber must be supported if it is to live.

The Membership Committee of the Torrance Chamber of Commerce is now conducting an extensive membership drive. Won't you come in and visit with us? Won't you cooperate with us in our present program of current and postwar projects?

"Watch Torrance Grow"—Hub of Basic Industries in So. California

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